

Changing Lives



OUR MISSION

**TO PREVENT AND CURE
DIABETES AND TO IMPROVE
THE LIVES OF ALL PEOPLE
AFFECTED BY DIABETES**

OUR VISION

**LIFE FREE OF DIABETES
AND ALL OF ITS BURDENS**



Campers go fishing at American Diabetes Association Camp Carefree

Changing Lives

In Oregon, a woman who struggled with type 2 diabetes for 10 years is now living a more healthy lifestyle. In Ohio, an eight-year old boy no longer has to miss class time to check his blood glucose level. And in Diabetes Camps around the country, kids are realizing they are not alone in living with diabetes. Every day, we enable triumphs like these to play out all across America—in living rooms and classrooms, legislatures and research labs. Because everything we do is singularly focused on changing the future of diabetes. And with every step along the way, we’re changing lives. Every day.

Cover: 10-year-old Aiden takes life on with a gusto! His passion is the outdoors and baseball, but it was his passion to make life better for people with diabetes that helped to persuade the state of Ohio to pass Safe At School legislation. See his story on p. 7.

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Message from the Chair of the Board



Dwight Holing
Chair of the Board

For any organization, there are myriad measures of success. Page views and news coverage, phone calls and impressions, retweets and attendance. But at the end of the day, the success of the American Diabetes Association is ultimately defined by only one measurement: our impact on the daily lives of the people we work for—those millions of Americans directly affected by diabetes and the millions more living at risk of developing this dangerous disease.

I'm proud to say that by this all-important measurement, 2014 was a shining success. We empowered more people with vital tools and information, drove research funding into new treatments and technologies, safeguarded more children by spearheading state legislation, aligned with prominent voices in sports and entertainment, and engaged more lives through their workplaces, social channels and favorite brands. All to help encourage change and inspire resolve to better fight—and stop—diabetes.

These are just a few of the ways that in 2014, the Association was instrumental in changing lives. And that, more than anything, is our defining achievement.

Understanding the importance of changing lives is why we also took a hard, honest look at the Association itself. From this came several important—and sometimes difficult—changes. With a task force comprised of board members and other volunteers, we streamlined operations and governance and focused on new strategies for research fundraising. Ultimately, we believe we've positioned the Association to be even more effective, efficient and relevant in the fast-changing world of diabetes, not only for today but for years to come.

As Chairman, and someone who has been living with diabetes for more than 40 years, it has been humbling to see the passion and resolve of the people who make success possible—from our volunteers who selflessly dedicate their time and passion to our mission, to the researchers who are driving scientific advances every day, to the physicians, nurses and other health care workers who are on the front lines providing life-saving care, to our tireless staff who make the delivery of our mission possible in communities across the country. Thank you, all of you, for everything you do and for your commitment to stripping diabetes of its power to burden and shorten life.

As we move forward, we do so with the energy, resolve and optimism to make further inroads against diabetes on every front—from research labs and legislatures to classrooms and kitchens. But most of all, we will continue to keep our focus where it matters most. On individual lives.

Rallying for Life-Changing Support: Jacob Hudson

A life-threatening disease is inherently cruel at any age, but even more so when it strikes during childhood. For Jacob Hudson, that cruelty was compounded by the actions of adults.

For the Hudsons, it began on April 18, 2013. “We thought he was worn down from all of his activities,” his mother Jessica says. “I just wanted him to get checked out.” But when they arrived at their family doctor that morning, they were told to get to an emergency room immediately. There, Jacob was diagnosed with type 1 diabetes.

With their doctors and American Diabetes Association resources, the Hudsons began the journey of helping Jacob live with diabetes. But another challenge was about to begin. Jacob had played basketball since second grade, and was determined to continue playing. Jessica agreed, but signed Jacob up for a less-rigorous rec league. For seven games, he saw no action at all. “We would get his numbers high so he was ready to play,” Jessica says, “but he never got in. In the seventh game, Jacob asked if he could go in, and the coach screamed at him.”

Suspecting that the situation had to do with Jacob’s diabetes, the family sought answers from the coach and the league, but to no avail. Soon after, the coach called a team meeting—and announced he was disbanding the team. Worse, he said it was because of Jacob and his parents. In their small community, word—and blame—spread quickly.

“Facebook became a bash-fest,” says Jessica. But it also provided a lifeline.

There Jessica had seen the name Leah Pittman from the Association’s Cincinnati region. Leah knew of the situation and was eager to connect Jessica with Association legal professionals who provided advice on how to proceed. One suggestion was to ask the coach about the situation in a public forum. This Jessica did. She asked if Jacob wasn’t allowed to

play because of his diabetes. The answer was a public, flat-out, “Yes.”

While the Association’s advice helped the Hudsons set the record straight in their community, the situation left Jacob with a new concern.

“I never thought I’d have to quit playing, but I didn’t want that same thing to happen to another team. What if they got disbanded, too?”

It was then that Leah Pittman reached out to colleague Jodi Buford of Ryan Reed Racing. Jodi arranged for Jacob to meet Ryan at an upcoming race. Ryan, who also lives with type 1 diabetes, shared some much-needed inspiration from his own experience.

“Ryan said that when he was diagnosed, he was told he’d never race again,” Jacob recalls. “He told me to not let anyone get me down, that I can do this. It gave me a lot of confidence.”

Bolstered by Ryan’s encouragement, Jacob continued playing basketball. This year, he’ll be a fixture on the JV team.

Jacob has used his experience as inspiration to work for change. He’s formed teams for Step Out: Walk to Stop Diabetes® and Tour de Cure®, volunteered at NASCAR events for Drive to Stop Diabetes and joined Ryan Reed on Capitol Hill for the Call to Congress. Jacob’s also found camaraderie and friendship at the Association’s Diabetes Camps. Not surprisingly, he’ll be a counselor-in-training this year.

“I know that what happened was because my coach just didn’t understand. I want to help people learn about diabetes.”

“If it wasn’t for the Association and people like Leah and Jodi, I don’t know where my child would be right now,” says Jessica. “You read stories about how kids become introverted and even depressed. But that’s not him.”

“I’m very proud of my son.” 🖐️



Getting inspiration from NASCAR driver and fellow person with diabetes, Ryan Reed



Jacob and his Dad celebrating Tour de Cure

RESEARCH

Changing Lives through Discovery

Between here and the cure, there are countless milestones that will impact and improve the daily lives of millions of Americans. Since 1952, the Association's Research Program has taken the lead in realizing these milestones by supporting nearly 4,500 research projects and investing more than \$700 million in diabetes research.

In 2014, we continued to make life-changing progress in every facet of understanding diabetes, including basic, clinical and translational science for all types of diabetes and related disease states. We committed nearly \$30 million to support 376 projects performed by 364 investigators at 143 leading research institutions.

This investment shed new light on the mystery of how diabetes develops and progresses—and brought hope for new avenues into combatting this disease. It uncovered surprising connections between the gut microbiome and metabolism, revelations that could dramatically impact treatment and prevention of both type 1 and type 2 diabetes. Our support made possible studies that are unraveling the prenatal conditions and mechanisms that pass on the risk of diabetes

and obesity to new generations. And on the technology front, our funding powered the development and testing of new devices that integrate glycemic control with hypoglycemia prevention for artificial pancreas development.

In January, our inaugural class of five scientists embarked upon the *Pathway to Stop Diabetes*®. This revolutionary program aims to attract the most brilliant, creative minds and to empower them with the freedom, funding and professional mentorship to pursue new ideas. In just its first year, the *Pathway* initiative began to show results, with *Pathway* scientists reporting one patent application, 10 presentations at scientific meetings, three high-impact articles in prestigious medical journals and 24 invited lectures. And for *Pathway*, this is—literally—just the beginning.

Thanks to the continuing support of individuals, corporations, foundations and philanthropic organizations across the country, we have been able to build on our heritage of leading the way in scientific progress, and in making a real difference in the lives of countless friends, neighbors and family members today and in generations to come. 🙌

The Pinnacle Society, the Association's giving society that recognizes individuals and foundations who make gifts of \$10,000 or more to the American Diabetes Association, added 22 new members in 2014. The majority of these Pinnacle Society members directed their gifts to funding research initiatives, while others designated their contributions to Association programs or the general fund.

The Summit Circle, the Association's recognition society for donors who remember the Association in their estate plans, added 137 new members in 2014. These legacy donations identify the Association as a beneficiary in a will, trust, annuity or other type of planned giving vehicle.



74th Scientific Sessions June 14-17 • San Francisco, CA

The world's largest scientific and medical gathering of diabetes professionals was attended by more than 17,000 individuals, sharing the latest findings and advancements in research, treatment, diagnosis and prevention. More than 17 billion worldwide impressions were generated, helping to draw greater attention to this disease and the Association's relentless effort to fight it. 🙌

Life-Changing Work: Dr. Louis Philipson

In type 1 and type 2 diabetes, more than one gene influences the risk for and progression of the disease. But rare forms of diabetes that typically appear in newborns involve only one gene. These “monogenic” forms of diabetes account for 1–5% of all cases in youth and are often misdiagnosed as type 1 diabetes. And the treatment of this type of diabetes can be drastically different. That’s because unlike type 1 diabetes, 30–40% of monogenic diabetes cases can be treated without insulin.

Because of the low prevalence of this disease, the proper genetic testing to make a diagnosis has been difficult to attain. But that’s changing. Dr. Louis Philipson created the first registry for individuals with neonatal diabetes in 2008 at the University of Chicago. Thanks in part to funding from the American Diabetes Association, the registry was expanded in 2011 to cover all forms of monogenic diabetes. The registry’s

DNA testing quickly identifies these rare forms of diabetes, allowing for more effective management of the disease.

“There are quite a few varieties, but we can make the right diagnosis and tailor treatment to that diagnosis,” Dr. Philipson says. “We’ve seen patients go off insulin pumps, or go from four-to-five shots a day to nothing at all.”

Dr. Philipson, whose career started with an Association fellowship grant, says physicians or family who contact the registry (monogenicdiabetes.uchicago.edu) can usually have an answer within a day.

“We’re demonstrating that this kind of testing is critical. It’s proving to be cost effective—in finding the right treatment sooner—but more importantly, absolutely life-changing for the patients involved.” 🙌



ADVOCACY

Changing Lives through Advocacy

Thanks to the tremendous efforts of the Association's Advocacy team, 2014 saw much-needed progress as more and more policymakers around the country recognized diabetes as an epidemic they cannot ignore—and they took action!

The voices of Diabetes Advocates from around the country were heard in many ways including 125 meetings with Members of Congress and their staff during Capitol Hill Advocacy Day, 29 state advocacy days, summits, briefings and caucus meetings, and a constant drumbeat of phone calls, letters, and emails to Congress and state legislators.



Annual federal funding for diabetes research and programs increased by more than \$150 million, including: a \$76 million—or 125%—increase in funding for the Centers for Disease Control's Division of Diabetes Translation; a \$55 million increase to the National Institutes of Health's National Institute of Diabetes and Digestive and Kidney Diseases; \$10 million for the National Diabetes Prevention Program; and a new public-private Accelerating Medicines Partnership, which added \$58.4 million for diabetes research over the next five years. In addition, the Special Diabetes Programs were reauthorized, providing \$150 million for research on type 1 diabetes and another \$150 million for programs in American Indian and Alaska Native Communities.

2014 progress spread across the country with 44 state legislative and regulatory victories in the areas of health insurance, fighting discrimination, primary prevention, diabetes programs and surveillance, and state coordination on diabetes. Our Safe at School campaign added Alabama, Kentucky, Ohio, Tennessee and North Dakota to the list of states with laws or policies meeting all of the main tenets of the campaign. In all, 27 states now meet these tenets, providing access to diabetes care and allowing for appropriate self-management. In all 50 states and the District of Columbia, the Association continued its effort to fight for fairness for people with diabetes at school, on the job, in places of public accommodation, and in government programs and services.

We also continued our focus on underserved and disproportionately affected communities. In collaboration with the Asian American, Native Hawaiian and Pacific Islander Diabetes Coalition, we released a new position statement lowering the recommended Body Mass Index for screening Asian Americans for diabetes. We added the American Indian/Alaska Native Diabetes Action Council to our Diabetes Disparities Action Council, which focuses our advocacy efforts in the communities hit hardest by diabetes. And we passed the first bill to establish a Commission on Health Disparities in the District of Columbia.

Raising our voice helped to raise awareness, reduce inequalities, improve care and drive discovery. All of which has been instrumental in changing lives. 🖐️

Life-Changing Legislation: Aiden is Safe at School

Aiden was diagnosed with type 1 diabetes at 15 months of age. Like all people with diabetes, he's had his share of struggles. Some of them occurred at school. He was told he'd have to sit at a special table to eat lunch, that he wasn't allowed to eat birthday treats with his class, and that he could only do his finger sticks in the nurse's clinic. One day when his blood glucose was high and he wanted to change his pump site, he was told he couldn't do it—and the nurse wasn't allowed to help him either.

Aiden took action. Soon he was standing at a microphone in front of the Ohio House of Representatives, testifying in favor of the American Diabetes Association's Safe at School bill. In September of 2014, now-10-year old Aiden stood beside Ohio Governor John Kasich as he signed the bill into law, being given the honor of dotting the "i" in the governor's last name.

This legislation allows school staff to volunteer to be trained to provide basic diabetes care, including administering insulin and, in an emergency situation, to administer glucagon. It also allows capable students to self-manage their diabetes at school.

Since then, many things have improved. Aiden can perform self-care at school now, and he doesn't have to miss valuable class time by reporting to a nurse's clinic to check his blood glucose or risk walking across campus when he needs to treat a low blood glucose level. School staff members have been trained to care for students with diabetes.

The tireless work of Association Advocates—from grassroots Diabetes Advocates to local volunteer leaders and staff to lobbyists—was instrumental in driving this legislation. And in making life better for children with diabetes today and for years to come. 🙌



HIGH RISK PROGRAMS



The Prince Hall Shriners donated \$125,000 in 2014 alone to support the Research Foundation and the African American Initiative.



In 2014, nearly 700,000 people engaged with the Association through our Latino program, Por Tu Familia.

Changing Lives by Targeting Disparity

While diabetes has proven that it impacts every community, it does not do so equally. Many of our friends, neighbors and family members face greater risks and more difficult complications based on heritage. Because of this, special initiatives must be designed and targeted to higher-risk communities to raise awareness, heighten diligence, inspire action and change lives.

In 2014, our African American Initiative—Live EMPOWERED—reached more than 4.5 million people. In November alone, our local markets helped us engage another 3.5 million lives through our “I Decide to Stop Diabetes Day” Church Campaign, demonstrating our understanding of the important role that faith institutions play in this at-risk community. And we continued our successful collaboration with the Prince Hall Shriners, whose generous \$125,000 donation, in 2014, to the Research Foundation and African American Initiative will expand our reach into African American communities across the country. To date, Prince Hall Shriners have donated more than \$410,000 to the Association. And this past year, we were invited to exhibit at their Imperial Session in Tampa, Florida, an event with more than 15,000 attendees.

Meanwhile, our Latino program, Por Tu Familia, engaged 695,573 people in 2014—an increase of more than 100,000 from the year before, thanks to proven initiatives and innovative ideas. During Hispanic Heritage Month (September 15 – October 15), the Association held a live video chat to address the connection between diabetes and depression and stress in the Hispanic/Latino community. In July, we attended the

National Council of La Raza’s annual conference in Los Angeles where we reached more than 3,000 participants and, in collaboration with the National Research Institute in Los Angeles, provided glucose screenings and consultations to 1,000 booth visitors.

We also took a significant step toward identifying type 2 diabetes earlier in our Asian American community. In December, we lowered the Body Mass Index (BMI) cut point for diabetes screening in Asian Americans from 25 kg/m² to 23 kg/m². The Asian American, Native Hawaiian and Pacific Islander Diabetes Coalition helped drive this change, noting that the prevalence of type 2 diabetes is twice as high for Asian Americans than for Caucasians, despite having lower rates of obesity under current federal BMI standards. These new standards will help to prevent later screenings and later diagnoses that have been common in our country’s fastest-growing ethnic group.

With higher-risk communities in mind, we provided content for a new Association program, What Can I Eat: Food Choices for People with Diabetes. This program targets adults with type 2 diabetes in an interactive format and will be pilot-tested at four different community-based sites in 2015. After testing, the program will be adapted specifically for communities facing health disparities.

While we made progress in 2014, we know that much work remains to eliminate disparities in care and outcomes. But that progress has revealed new avenues and new ideas for changing the lives of those most at risk. 🌱

A Life-Changing Awakening: Guillermo Ybarra

Guillermo Ybarra wasn't about to open up about his type 2 diabetes. "When I was diagnosed, I didn't want to tell anyone or share my story. For several months, I didn't want to believe it."

But ultimately, Guillermo realized he had to accept his disease. And that at 369 pounds, he had to make some drastic changes in his life. The American Diabetes Association helped him do just that.

Guillermo found vital information and kindred spirits on the Association website, taking advantage of recipes and blogs and

drawing inspiration from stories of those living with diabetes. He joined the Kaiser Permanente Tour de Cure team and took advantage of company wellness offerings. Today, he's lost more than 125 pounds (his goal is to get down to 200) and has dedicated himself to helping others fight this disease.

"This year, I'm our Tour Team Captain and I've started a team for the Step Out walk," Guillermo says. "What I found through the Association helped me see just how many people there are who are living with diabetes," Guillermo says. "I realized I'm not the only one going through this. It helped me open up." 🖐️



TYPE 1 DIABETES PROGRAMS

Changing Lives at an Early Age

At any age, diabetes can be a constant challenge. But for children, the scope and management of the disease can be difficult to comprehend and difficult to navigate. Every year, the Association reaches out to children and their families across the country to help them more successfully cope—and live well—with diabetes.

This past year, we hosted 50 Diabetes Camps in 24 states, giving 5,400 kids the chance to get to know and learn from others who share their experiences. More than 3,000 volunteers and staff worked at these camps, and of these about 40% were health care professionals. All told, 22% of new Campers (diagnosed one year or less) and 18% of those who've been living with diabetes for over a year reported that they improved their overall ability to manage diabetes-related problems. Thanks to grants from Lilly Diabetes and

the Leona M. and Harry B. Helmsley Charitable Trust, we awarded more than \$513,000 in camperships (financial aid) to help families pay for camp.

We also welcomed more than 13,000 children and their family members to a variety of other family-focused events, including Open Houses around the country. We connected with more than 60,000 families through our bimonthly Family Link e-newsletter and distributed 4,709 Everyday Wisdom kits, designed to help families of children newly diagnosed with type 1 diabetes live everyday to its fullest. Together, these efforts helped tens of thousands of children and their families better understand, manage and control diabetes. And that helps to ensure that diabetes won't take control of them. 🖐️



A Life-Changing Experience: Diabetes Camps

Over the years, we've heard countless stories of how our Diabetes Camps have enriched and empowered the lives of children with diabetes and their families. In 2014, we completed the second of a three-year survey effort to help put some definitive numbers to just how truly life-changing these camps have been:

- 37% say that their family's sense of teamwork improved after Camp.
- 20% of newly diagnosed youth report that they increased their frequency of administering insulin without assistance.
- 13% of this same group says they increased the frequency of checking their blood glucose without assistance.
- 12% of newly diagnosed youth report that they increased their frequency of correctly counting carbs without assistance.
- After Camp, 11% more parents say that their child is able to independently manage problems related to management than before Camp.

Going forward, these benchmarks will help us better understand the needs of children and their families, which will ensure that our Camps will continue to be life-changing experiences for many years to come. 🙌



Changing Lives by Connecting

Connected devices like smartphones, laptops and tablets have had a dramatic impact on people's lives. More than ever, that's where we need to be to reach, guide and inspire those who are living with, or at risk for, diabetes.

In 2014, 20 million unique visitors connected with our online properties more than 30 million times to find answers, understanding and support. Visits to the award-winning diabetes.org increased 31% after the January relaunch of our easier-to-use, responsive design. Every month, 118,000 more people turned to MyFoodAdvisor: Recipes for Healthy Living (RFHL) to discover friendlier recipes and vital nutrition information. By year's end, enrollees topped 388,000, and pageviews increased by 250% over 2013, including a first-ever 1 million+ pageviews in a single month. In all, food and nutrition information remained the most visited areas of diabetes.org. Views were up 48% as the communities we serve sought and found indispensable information on healthier meals for healthier living.

In our social media communities, the people we serve can find empathy and encouragement, share their challenges and successes, and connect with others who understand the daily ups and downs of living with diabetes. These communities continued to grow and expand in 2014:

Facebook: +41% to 527,000 fans

Twitter: +36% to 81,000 followers

YouTube: +51% to 4,339 subscribers and 43,000 average video views per month

Pinterest: +67% to 7,283 followers

Blog: +74% to 20,643 average monthly pageviews on diabetesstopshere.org

In addition, we launched nationally on Instagram in June of 2014, and by year's end counted 1,361 followers. We also held several Twitter chats on a variety of topics including diabetes nutrition, travel rights and tips for people with diabetes, and the America Gets CookingSM to Stop Diabetes[®] campaign. Together, these chats garnered more than 42 million potential impressions.

And for the third year in a row, we were ranked #1 for social media activity in Association Trends' *Association Social Media Report*—earning the title of most social media-savvy among all organizations measured.

Through our digital achievements in 2014, we're proving that changing lives depends on changing the ways we engage with people. Going forward, we will continue to find innovative, relevant ways to make connections that make a difference. 🙌





SPECIAL EVENTS

Changing Lives through Unity

There's strength in numbers. The strength to persevere and to grow. The strength to learn and to share. The strength to stand up and be heard. In 2014, our signature events provided opportunities for families, friends and whole communities to demonstrate the strength of our movement while raising hopes, awareness and much-needed support.

Step Out: Walk to Stop Diabetes®

The Association's premier walk event brought together more than 100,000 participants in 108 events across the country, raising nearly \$24 million gross. The number of Red Striders—walkers living with diabetes—grew 7% over 2013. More than 2,000 walkers raised \$1,000 or more with a collective fundraising impact of \$5,000,000. Top teams included Dignity Memorial, Novo Nordisk, Becton Dickinson and AstraZeneca, with Walgreens and Walmart each raising more than \$500,000.



Tour de Cure®

One of the premier cycling events in the country, the Tour took to the streets on 86 courses across America, attracting more than 61,000 riders and raising more than \$29 million gross. Two new events debuted in 2014: the Women's Series Tour in Northern California, and a new tour in the nation's capital that became our top-grossing first-year event to date. This Washington, D.C. event attracted 887 riders and raised \$395,000. Our nationwide teams combined to bring in more than \$5 million, including Johnson & Johnson, Lockheed Martin, Walmart, Lilly Diabetes, Gold's Gym, Cisco, Dignity Memorial, Bio-Rad and many more.

Father of the Year

This signature fundraising event honors men across the country as role model fathers and community leaders. In 2014, the Association raised nearly \$6.8 million gross in 34 markets across the country. The year's top honorees were: Kent P. Dauten of Keystone Capital, Inc. in Chicago; Jose A. Hernandez-Solaun of The Easton Group in Miami, FL; Scott C. Swanson of PNC Illinois in Chicago; Ladd R. Hall of Nucor Corporation in Charlotte, NC; and Jesse H. Ruiz of Drinker Biddle & Reath LLP in Chicago. These honorees each raised more than \$140,000, with the top honoree accounting for more than \$400,000.

Each of these events continues to shine a spotlight on the dedication of the Association and countless invested individuals who are changing lives through their passion and commitment. We look forward to expanding the ranks of participants and the visibility of our movement. 🖐

Father of the Year honoree, Jakob Dylan accepts his award.



A Life-Changing Journey: Betsy Hartley

In July of 2011, Betsy decided that enough was enough. She weighed 392 pounds and was taking three insulin shots a day plus a “handful” of other prescription medications to treat her type 2 diabetes. “I started this whole process of changing my lifestyle to see if I could really reverse type 2 diabetes,” she says.

Today, Betsy has lost more than 225 pounds, is completely off insulin and medications, and is proud to ride in her third Tour de Cure.

“It’s been a lot of hard work, but so, so, so worth it! This celebration ride is a part of that journey.”

But more than a personal celebration, Betsy uses the Tour to help provide funding that helps to ensure that other people have the opportunity to experience their own journey to healthier lives.

“I relied heavily on the Association’s resources when I was diagnosed,” she says, “and I want to make sure that those resources are available for others who need help.” 🙌

The first annual Women’s Series Tour took place in Southern California.



Changing Lives by Sharing

We've often said of diabetes, "If people only knew what we know..." We're constantly working to make that happen on a variety of fronts, and in 2014, we made great strides in sharing the knowledge that will help people manage and prevent this disease, and support our efforts to do the same.

Our Center for Information (CFI) debuted a new Customer Relationship Management (CRM) solution to make requests faster, easier and more efficient for the people we serve. We helped 144,000 people access care resources, enroll in programs, find local and national events, manage memberships and donate more than \$300,000 to the cause.

Through *Living with Type 2 Diabetes*, we empowered those who are newly diagnosed with the roadmap to managing their disease by delivering more than 300,000 "Where Do I Begin?" booklets. We also added 2,600 new primary care providers, and saw a 96% satisfaction rate among health care providers with the information this resource provides.

We launched *Editor's Focus*, a monthly e-newsletter to keep health care professionals on the forefront of battling this disease, and saw a 45% open rate and 20% click-through rate.

We also enlightened more minds through our informative e-newsletters. Subscriptions to our daily *DiabetesPro SmartBrief* increased 16% over 2013 to 37,000, while open rates averaged among the highest for SmartBriefs. And professional members opened our *DiabetesPro Quarterly* newsletter 62% more often — from a 26% open rate in 2013 to 42% in 2014.

Meanwhile, we capitalized on digital channels to get our key clinical guidelines, *The Standards of Medical Care in Diabetes*, into the hands of providers. The Standards of Care app saw 450,000 downloads, while the the *Standards* themselves were downloaded 370,000 times. We also welcomed 250,000 providers to our DiabetesPro web page, delivering the information providers need to best serve and treat their patients. 🖐



Larissa Hernandez, Manager, Team Development



Francisco Maldonado, Associate Manager, Center for Information

A New Approach for an Old Favorite

In 2014, the Association's Board of Directors ensured the long-term firm financial footing of our consumer-focused healthy living magazine, *Diabetes Forecast*. A new business model was approved that establishes a bimonthly publishing schedule and a circulation of 500,000.





In-person help: More than 66,000 people attended the American Diabetes EXPO in 12 cities to learn how to be healthy, active and live well with diabetes.

Professional Journals

Again in 2014, we continued to publish the leading scientific and medical journals that empower health care professionals to better treat and prevent diabetes and its complications. Through *Diabetes*, *Diabetes Care*, *Clinical Diabetes* and *Diabetes Spectrum*, we provided more than 44,000 researchers, physicians, educators and other professionals with the latest information on treatment advances, clinical guidelines and research. We also further expanded digital outreach, enjoying more than nine million visits to diabetesjournals.org where more than 20 million pages were viewed. Mobile-optimized websites welcomed more than half a million unique visits, while health care professionals turned to the Journals' mobile app approximately 17,000 times per month.

We continued to build engagement through social channels as well. By year's end, Association Journals had built sharing communities of 5,600 individuals on Facebook and 1,700 on Twitter. And our Diabetes Core Update podcast, with life-changing news and updates for general practitioners and family physicians, was heard nearly 60,000 times.

Books

Consumers and professionals alike continued to enjoy the best in recipes, treatment information and research with 18 full-length titles published by the Association in 2014. Six entries in the long-standing *Choose Your Foods* series (co-published with the Academy of Nutrition and Diabetes) were updated, as was the Association's flagship clinical reference, *Therapy for Diabetes Mellitus*.

Numerous Association titles brought home awards in 2014:

The Family Classics Diabetes Cookbook – Nautilus Silver Award



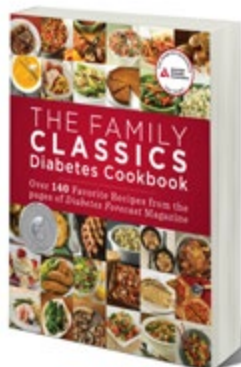
We also published a wide array of position and other professional papers, and launched a new online journal to give Association authors the option to submit their papers to an immediate open-access publication. Looking forward, we will continue to open new avenues for getting leading-edge, life-changing information into the hands of health care professionals, quickly and conveniently. 🖐

Healthy Home – Nautilus Silver Award and US Gourmand Award

The American Diabetes Association Vegetarian Cookbook – IBPA Benjamin Franklin Silver Award

The Smart Shopper Diabetes Cookbook – BPA Benjamin Franklin Silver Award

All told, 2014 continued to demonstrate our leadership in delivering life-changing information to all of those involved in the every aspect of the daily fight against diabetes. Our goal is to solidify that position even further in the year ahead. 🖐



CORPORATE SUPPORT

Changing Lives through Partnerships

Changing lives for the better doesn't happen just because people say it should. Change happens when people—and entire organizations—say no to the status quo.

This year, we are proud to highlight a few of our corporate partners who did just that. Their campaigns, while distinctly different, all embrace a consistent theme of changing lives for the better. They feature inspirational role models who—through their powerful voices and connection to our cause—are committed to demonstrating that the challenge of diabetes cannot and will not limit the potential of people to rise beyond the disease. 🙌

SUN LIFE FINANCIAL

Sun Life Financial, working with the Association, cooked up generous helpings of engagement in 2014 as the Presenting Sponsor of “America Gets CookingSM to Stop Diabetes[®],” which launched nationally in November. With an eye on diet, nutrition and exercise as a path to better health, Sun Life worked with us to inspire the public to cook healthier and live a more active lifestyle.

The company sponsored interactive events in three key markets: Chicago, Philadelphia and Los Angeles. These activations did more than share cooking tips and encourage folks to be more active; they incorporated celebrities who candidly shared their personal stories.

In Chicago, a diabetes-cooking workshop took place on World Diabetes Day. Chicago Bulls forward Mike Dunleavy and assistant coach Ed Pinckney participated in a demonstration alongside Chef Brian Alston. Southside residents sampled the healthy and delicious recipes and took home lots of healthy cooking ideas.

Philadelphia's cooking event featured notable local chefs, including the evening's emcee Carla Hall from ABC's *The Chew*. Each chef revised a traditional, calorie-laden Thanksgiving dish into a delicious and healthy alternative, demonstrating how home cooks could create healthier meals without compromising flavor.

In Los Angeles, Sun Life hung up its apron to help raise awareness at Step Out[®]: Walk to Stop Diabetes[®] by hosting the Champions' tent for 200 of the Association's top fundraisers. Professional beach volleyball player and three-time Olympic Gold Medalist, Kerri Walsh Jennings, signed autographs and encouraged walk participants. 🙌



Kerri Walsh Jennings high-fives another champion in the making.



Mike Dunleavy and Ed Pinckney serve up a healthy dish in Chicago.

Life-Changing Teamwork: Janssen & Trent Williams

Trent Williams takes the fight against diabetes personally. As a child, Williams lost his grandfather to complications from type 2 diabetes. “It was devastating being a young child and seeing him go through that. He was the only grandfather I knew, and he couldn’t come watch me play.”

As a prominent figure in the NFL, Trent boldly took the spotlight in Janssen’s and the Association’s “Teaming Up to Take On Diabetes” campaign, helping to raise awareness of type 2 diabetes, its prevention, complications and the critical steps that can help control it. With his family history, Williams knows that this effort is vital. 🖐

“I’m raising two daughters of my own. I want them to lead a healthy life. I need to be a good example.”

Trent Williams



PFIZER INC.

Pfizer knows what it takes to bring attention to a serious complication of diabetes—diabetic nerve pain, which impacts millions, yet often goes undiagnosed. By working together in the fight to Stop Diabetes®, Pfizer and the Association are engaging the public through a well-known and popular actor who has an authentic story to tell—Cedric “The Entertainer.”

Step On Up™, developed and launched as a national collaboration between Pfizer and the American Diabetes Association, put Cedric and his story front and center to educate the public about diabetic nerve pain. Cedric’s father has type 2 diabetes and suffers from the painful condition.

As part of *Step On Up*, Cedric is reaching out to those living with diabetic nerve pain including those in the multicultural communities—many of whom are trying to manage it alone. He is asking them to ‘step on up,’ talk with their health care provider about their symptoms and stop suffering in silence. The public awareness program also educates individuals who are undiagnosed and may not have yet connected the pain they are experiencing with their diabetes.

The program drives people to steponup.com to learn more about the symptoms and take a Diabetic Nerve Pain Assessment. 🖐



Cedric “The Entertainer”



JANSSEN

Janssen Pharmaceuticals makes it a priority to empower diabetes patients, as well as their team of physicians and caregivers, with the most advanced and effective treatments. But Janssen knows it takes more to improve the lives of people living with this disease. It takes a team of people pulling together toward a common goal.

Janssen put together an all-star team — starring the Washington Redskins—and launched a national educational campaign called, *Teaming Up to Take On Diabetes*. The campaign featured Redskins’ offensive tackle and two-time Pro Bowler Trent Williams, who at a young age lost his grandfather to complications of type 2 diabetes. As the

campaign’s health ambassador, Williams led a special on-field half-time recognition program and encouraged the players and coaching staff to wear red wristbands featuring the campaign’s URL, diabetes.org/teamup, to show their support.

Fans engaged with *Teaming Up to Take On Diabetes* at the “Tackle Diabetes” game, which took place at the Redskins’ home field this past December. The first 60,000 fans received a rally towel, compliments of Janssen and the Association. In-stadium activities included education booths with videos about type 2 diabetes and the importance of controlling blood glucose levels. 🖐

COLGATE TOTAL

Colgate Total took a big step this year to help raise awareness surrounding the overlooked association between oral health and diabetes with “Small Steps Make a Big Difference.” The campaign, which launched in November, brought together nationally recognized oral health medical experts and authors to amplify the message that proper oral care can help people with diabetes avoid complications. These influencers educated and interacted with crowds at various Association events across the nation, and included:

- Natalie Strand, M.D.—CMO Freedom Pain Hospital, VP Integrative Medical Services, the first contestant with diabetes on *The Amazing Race*, and co-author of upcoming book, *A Woman’s Guide to Diabetes*;

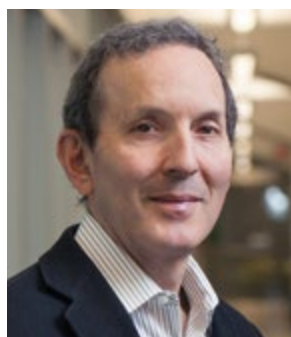
- Marjorie Cypress, PhD, C-ANP, CDE—President, Health Care & Education of the American Diabetes Association;
- Karent Sierra, DDS—Miami-based bilingual dentist and founder of Sharing Smiles Foundation;
- Catrise Austin, DDS—Celebrity cosmetic dentist and author of *Winning the Fight Against Diabetes: The secrets to living longer and healthier with a smile!*

The Small Steps Make a Big Difference campaign was also extended online through a social media promotion that shared “small steps” in both English and Spanish. 🇺🇸





National Scientific and Health Care Achievement Award Recipients



Banting Medal for Scientific Achievement

Daniel J. Drucker, MD

Daniel J. Drucker, MD, received the Banting Medal for Scientific Achievement at the American Diabetes Association's 74th Scientific Sessions. This award for scientific excellence recognizes

significant, long-term contributions to the understanding, treatment, or prevention of diabetes. Dr. Drucker presented the Banting Lecture, *"Deciphering Metabolic Messages from the Gut Drives Therapeutic Innovation,"* on June 15.

Currently a Professor of Medicine in the Department of Medicine at the University of Toronto and a senior scientist at the Lunenfeld-Tanenbaum Research Institute at Mount Sinai Hospital, Toronto, Dr. Drucker is known for his translational studies identifying fundamental aspects of gut hormone action, which supported the development of three novel classes of medicines for treating metabolic disorders.

Dr. Drucker's research encompasses molecular biology, physiology, drug discovery, and clinical investigation, with a sustained focus on delineating novel mechanisms relevant to understanding efficacy and safety of peptide therapeutics and DPP-4 inhibitors. His scientific discoveries, described in 29 U.S. patents, supported the development of the GLP-1 receptor agonists and the DPP-4 inhibitors, as well as the first long-term treatment for parenteral nutrition-dependent short bowel syndrome (teduglutide). There are few living scientists whose investigations have had such enormous and directly translational impact. His research has benefitted millions of patients worldwide.



Outstanding Scientific Achievement Award

Joel K. Elmquist, DVM, PhD

The Outstanding Scientific Achievement Award has been given to Joel K. Elmquist, DVM, PhD. Supported by an educational grant from Lilly USA, LLC, this prestigious award recognizes

research in diabetes that demonstrates particular independence of thought and originality. Dr. Elmquist delivered the Outstanding Scientific Achievement Award Lecture, *"Claude Bernard Was Right—Brain Control of Glucose Homeostasis"* on June 16.

Currently the Maclin Family Distinguished Professor in Medical Science, in Honor of Dr. Roy A. Brinkley, and the Carl H. Westcott Distinguished Chair in Medical Research at University of Texas Southwestern Medical Center at Dallas, Dr. Elmquist has made outstanding contributions in identifying sites in the brain that underlie the coordinated control of food intake and body weight, as well as glucose and carbohydrate metabolism. The work of his laboratory has helped shape the entire field of central regulation of energy homeostasis.

Dr. Elmquist's contributions to the understanding of central leptin and serotonin signaling and the neural circuits that regulate glucose metabolism were a leap forward for the field of diabetes research. His findings are timely, as over the past decade it has become clear that while abnormalities in peripheral tissues contribute to the pathogenesis of obesity and type 2 diabetes, these effects are in part due to dysregulation of key pathways in the brain.



Albert Renold Award Edward S. Horton, MD

The 2014 Albert Renold Award has been given to Edward S. Horton, MD. Supported by a grant from Merck, this award is presented to an individual whose career is distinguished by outstanding achievements in the training and

mentorship of diabetes research scientists and in the facilitation of diabetes research.

Currently Senior Investigator at Joslin Diabetes Center and professor of medicine at Harvard Medical School, Boston, Dr. Horton has had a major impact over many years in diabetes research, education, and clinical care, both nationally and internationally. Through mentorship and his own research and clinical work, he has contributed greatly to progress in diabetes treatment over the course of his career.

Dr. Horton's major interests include obesity and insulin resistance, the regulation of energy balance and metabolic fuel homeostasis, the regulation of glucose transport and metabolism in skeletal muscle and adipose tissue, and the effects of exercise and physical training on insulin sensitivity. He has been a mentor for many postdoctoral fellows who have themselves become leaders in the field, in the United States and abroad. Several of his trainees have joined the faculty at Joslin Diabetes Center and Harvard Medical School, and they have assumed major roles there in clinical research, teaching, and clinical care.

Known for his enthusiasm, and his open and collaborative approach, Dr. Horton has also clearly influenced and served as a mentor by example for the many diabetes researchers who have come to know him through his leadership in the Association and other organizations.



Award winners Edward Horton, MD, Daniel J. Drucker, MD and Joel K. Elmquist, DVM, PhD with Elizabeth R. Seaquist, MD, President, Medicine & Science.



Katie Weinger, EdD, RN, FAADE, gives the Outstanding Educator in Diabetes Award Lecture.

Marjorie Cypress, PhD, C-ANP, CDE, President, Health Care & Education presents the Harold Rifkin Award for Distinguished International Service in the Cause of Diabetes to Jaakko Tuomilehto, MD, MA, PhD, FESC, FRCP Edin.



National Scientific and Health Care Achievement Award Recipients (continued)



Outstanding Educator in Diabetes Award

Katie Weinger, EdD, RN, FADE

The Outstanding Educator in Diabetes Award has been given to Katie Weinger, EdD, RN. Supported by an unrestricted educational grant from Lilly,

USA, LLC, this award is presented to a distinguished health professional who has made outstanding educational efforts in the field of diabetes and has demonstrated significant contributions to the understanding of diabetes education. Dr. Weinger gave the Outstanding Educator in Diabetes Lecture, *“Six Impossible Things Before Breakfast—Examining Diabetes Self-Care,”* on June 14.

Currently Director of the Center of Innovation in Diabetes Education (CIDE) at Joslin Diabetes Center, Boston, an investigator in clinical behavioral and outcomes research, and an associate professor in psychiatry at Harvard Medical School, Dr. Weinger is a nationally known expert in diabetes education and behavioral research. She studies factors that influence patients’ ability to manage their diabetes, including the impact of executive and cognitive functions, depression, and coping styles. Dr. Weinger led the development, implementation, and evaluation of formalized diabetes education curricula that are currently integrated into the Joslin Diabetes Center model of patient care.

Dr. Weinger organizes monthly forums in which educators, physicians, psychologists, and other staff present seminars on new research and approaches for successful diabetes management, with discussions on how educators can incorporate innovative concepts into their clinical practices. She has mentored countless fellows, physicians, dietitians, nurses, and other educators to become thoughtful, patient-centered clinicians and researchers.



Outstanding Physician Clinician in Diabetes Award

Frank Q. Nuttall, MD, PhD

The 2014 Outstanding Physician Clinician in Diabetes Award has been given to Frank Q. Nuttall, MD, PhD. Sponsored by Janssen Pharmaceuticals Companies of Johnson & Johnson, this award is

presented to an individual to reward and honor meritorious contributions to diabetes clinical practice.

Currently Chief of the Endocrine, Metabolism, and Nutrition Section at the Minneapolis Veterans Affairs Medical Center, Dr. Nuttall has championed a scientific approach to the dietary treatment of diabetes. His research has shown that many widely held dietary practices regarding diabetes were without scientific validation. He was an early proponent of carbohydrate counting for people with diabetes. The impact of his work has been recognized as having a worldwide effect on the education of practitioners and patients.

Dr. Nuttall gives freely of his time to teach those interested in learning about diabetes, be they patients, the lay public at community events, or members of the medical profession. As professor of medicine at the University of Minnesota and director of the Diabetes and the General Endocrine Clinics at the Minneapolis VA Health Care System, Dr. Nuttall sees patients with medical students, residents, and endocrine fellows. His comprehensive knowledge of the literature is remarkable. His delight in learning is infectious. For these qualities, his patients and colleagues are very grateful.



Harold Rifkin Award for Distinguished International Service in the Cause of Diabetes

Jaakko Tuomilehto, MD, MA, PhD, FESC, FRCP Edin

The Harold Rifkin Award for Distinguished International Service in the Cause of Diabetes has

been given to Dr. Jaakko Tuomilehto. Sponsored by Janssen Pharmaceuticals Companies of Johnson & Johnson, the Harold Rifkin Award honors individual outstanding service in the cause of diabetes, performed with an international perspective and with international impact.

Currently Professor Emeritus of Public Health at the University of Helsinki, Finland, Dr. Tuomilehto was the first medical officer for diabetes and cardiovascular disease for the World Health Organization (WHO) Western Pacific. He set up the WHO DIAMOND project, which mapped the incidence of childhood type 1 diabetes worldwide.

Dr. Tuomilehto established the collaborative DECODE and DECODA studies, evaluating the diagnostic criteria and epidemiology of dysglycemia in Europe and Asia. He led the landmark Finnish Diabetes Prevention Study, and has subsequently been involved in many other diabetes prevention studies in China, Colombia, India, the United Kingdom, and Mauritius, and has supervised a nationwide diabetes survey in Turkey.

Dr. Tuomilehto is part of a number of multinational collaborations. He leads the 17 country DE-PLAN project (Diabetes in Europe—Prevention Using Lifestyle, Physical Activity and Nutritional Intervention) and has promoted collaboration between Europe and Latin America in diabetes epidemiology and prevention. He is also working with the ministries of health of Bahrain, Kuwait, Oman, and Saudi Arabia to evaluate screening strategies for type 2 diabetes risk, and works with several U.S. diabetes research teams.



Kelly West Award for Outstanding Achievement in Epidemiology

Andrzej S. Krolewski, MD, PhD

The recipient of the Kelly West Award for Outstanding Achievement in Epidemiology is Andrzej S. Krolewski, MD, PhD.

Supported by an unrestricted educational grant from Merck, this award is given to an individual who has made significant contributions to the field of diabetes epidemiology. Dr. Krolewski delivered the Kelly West Award Lecture “*Time to Retire ‘Microalbuminuria’—Early, Progressive Renal Decline is the New Paradigm*” on June 15.

Currently Head of the Section of Genetics and Epidemiology at Joslin Diabetes Center and professor of medicine at Harvard Medical School, Boston, Dr. Krolewski has advanced our understanding of diabetic nephropathy with research that uses epidemiology and new-omics technologies. He has also trained more than 40 research fellows in genetic and epidemiologic approaches to studying the etiology of diabetes and its complications.

Dr. Krolewski’s seminal 2003 report in the New England Journal of Medicine challenged the widely held belief that microalbuminuria is the first step on the path to end stage renal disease (ESRD). Subsequently he discovered renal disease begins with early, progressive renal decline, a process independent of microalbuminuria, that starts when patients still have normal renal function. Recently, he discovered that high serum concentrations of TNF receptor 1 and 2 are strong predictors of ESRD.



Karen E. Bornfeldt, PhD gives the Edwin Bierman Lecture — *Uncomplicating the Macrovascular Complications of Diabetes*.



Jacob E. Friedman, PhD gives the Norbert Freinkel Lecture — *Gestational Diabetes and Pathways for Programming in Mouse, Monkey, and Man: Where Do We Go Next?*

Professional Interest Group Award Recipients



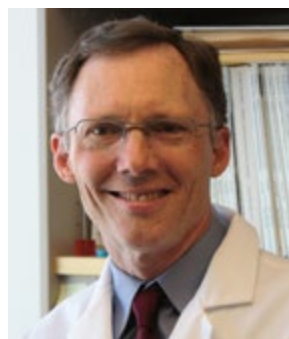
Edwin Bierman Award Karin E. Bornfeldt, PhD

The Edwin Bierman Award has been given to Karin E. Bornfeldt, PhD. This award recognizes a leading scientist who has made outstanding contributions in the field of diabetes-related macrovascular complications and

related risk factors. Dr. Bornfeldt gave the Edwin Bierman Lecture “*Uncomplicating the Macrovascular Complications of Diabetes*” on June 16.

Currently a Professor of Medicine and pathology, deputy director of the Diabetes Research Center, and associate director of the Diabetes and Obesity Center of Excellence, University of Washington, Seattle, Dr. Bornfeldt focuses on understanding the cellular and molecular mechanisms of diabetes-accelerated cardiovascular disease. She has developed mouse models of diabetes-accelerated atherosclerosis and has performed important studies on the roles of glucose and lipids in these models.

Dr. Bornfeldt is a consulting editor for *Circulation Research* and *Arteriosclerosis, Thrombosis, and Vascular Biology* and has served on the editorial boards of *Diabetes*, *The Journal of Clinical Investigation*, and *The Journal of Biology and Chemistry*. She frequently serves on study sections on cardiovascular biology and the complications of diabetes at the National Institutes of Health, Juvenile Diabetes Research Foundation, and the American Heart Association.



Norbert Freinkel Award Jacob E. Friedman, PhD

The Norbert Freinkel Award has been given to Jacob E. (Jed) Friedman, PhD. This award is given in memory of Norbert Freinkel, a dedicated and insightful investigator and a gifted writer, to honor a researcher who has made

outstanding contributions, including scientific publications and presentations, to the understanding and treatment of diabetes and pregnancy. Dr. Friedman gave the Norbert Freinkel Lecture “*Gestational Diabetes and Pathways for Programming in Mouse, Monkey, and Man: Where Do We Go Next?*” on June 15.

Currently Professor of Reproductive Sciences, Pediatrics, Biochemistry, and Molecular Genetics at the University of Colorado School of Medicine, Aurora, Dr. Friedman is one of the most renowned and influential researchers in the field of diabetes, obesity, and insulin resistance in pregnancy. He has a particular interest in the intrauterine programming effect of these conditions on the risk of offspring obesity and metabolic disease. He has published more than 125 peer-reviewed papers.

Dr. Friedman is an investigator on multiple NIH, American Diabetes Association, and Gates Foundation-funded basic, clinical, and epidemiological studies of pregnancy and obesity, and maternal-fetal outcomes. These studies aim to reduce the incidence of early-onset childhood obesity and diabetes. He has trained more than 31 postdoctoral students, fellows, and graduate students, the majority of whom are now faculty in academic institutions.



William J. Jeffcoate gives the Roger Pecoraro Lecture — Why Does Acute Disease of the Foot Become So Chronic in Diabetes?



William H. Polonsky, PhD, CDE gives the Richard R. Rubin Award Lecture — Changing the Conversation in Behavioral Diabetes—Important Lessons My Patients Have Taught Me.



Roger Pecoraro Award **William J. Jeffcoate**

The Roger Pecoraro Award has been given to Professor William J. Jeffcoate. This award recognizes a researcher who has made scientific contributions and demonstrates an untiring commitment to improving the understanding of the detection,

treatment, and prevention of diabetic foot complications. Professor Jeffcoate delivered the Roger Pecoraro Lecture, “*Why Does Acute Disease of the Foot Become So Chronic in Diabetes?*” on June 15.

Currently, a consultant in the Department of Diabetes and Endocrinology at Nottingham University Hospitals NHS Trust, Professor Jeffcoate has dedicated his career to improving clinical outcomes by increasing the quality of the evidence base that governs treatment choice. In 1982, he established a specialist service for diabetes footcare. In 2002, together with Dr. Frances L. Game, he founded the Foot Ulcer Trials Unit. The unit has since collaborated with other centers in the United Kingdom and throughout the rest of the world, and has successfully completed a number of large trials, with three currently in progress. Together with Fran Game and Peter Cavanagh, Professor Jeffcoate proposed the hypothesis that the etiology of acute Charcot foot hinged on the existence of uncontrolled inflammation.



Richard R. Rubin Award **William H. Polonsky, PhD, CDE**

The Richard R. Rubin Award has been given to William H. Polonsky, PhD, CDE. This award recognizes a behavioral researcher who has made outstanding and/or innovative contributions in the study and

understanding of behavioral aspects of diabetes. Dr. Polonsky gave the Richard R. Rubin Award Lecture, “*Changing the Conversation in Behavioral Diabetes—Important Lessons My Patients Have Taught Me*” on June 14.

Currently Associate Clinical Professor at the University of California, San Diego, Dr. Polonsky brings much needed awareness of the behavioral and psychosocial aspects of diabetes. He is committed to behavioral research in diabetes that has real-life applications, explaining barriers to effective self-care and identifying practical interventions that improve self-care behaviors and quality of life.

In 2003, Dr. Polonsky founded the Behavioral Diabetes Institute (BDI) to address unmet needs in the emotional and behavioral aspects of diabetes. The BDI conducts innovative research to increase the knowledge base in behavioral aspects of diabetes and develop achievable clinical interventions; provides affordable, evidence-based clinical interventions to those who are struggling with diabetes; and educates health care professionals on the emotional aspects of diabetes.

Principal Officer Awards for Leadership and Service



Charles H. Best Medal for Leadership and Service

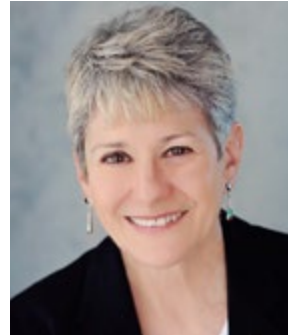
Dwight Holing
Chair of the Board

Dwight Holing of Orinda, California, has been a long-time volunteer leader for the American Diabetes Association, tirelessly sharing his communications

consulting experience and passion for helping advance the Association's mission at the national and local level. He has lived with type 1 diabetes for more than 40 years.

In addition to his appointment as Chair of the Board, he served as Secretary/Treasurer on the Board of Directors and led the Association's Strategic Plan Task Force. He has also served on a variety of other national committees. Locally, he has served as Chair and is a current member of the San Francisco Community Leadership Board. Mr. Holing is a member of the American Diabetes Association's Pinnacle Society and Summit Circle. These are recognition societies representative of individuals who are providing significant contributions to the Association through major gifts and their estate plans, respectively.

In addition to providing communications consulting to a variety of organizations, Mr. Holing is an author of award-winning fiction and numerous nonfiction books on the environment, natural history and travel. He holds a Bachelor of Arts in Journalism from the University of Oregon.



Rachmiel Levine Medal for Leadership and Service

Marjorie Cypress, PhD, C-ANP, CDE
President, Health Care & Education

Marjorie Cypress, PhD, C-ANP, CDE, of Albuquerque, New Mexico, has been a dedicated

American Diabetes Association volunteer leader for more than 25 years, providing her expertise in diabetes clinical care, self-management education and professional education to help advance the Association's mission.

In addition to her appointment as President, Health Care & Education, Dr. Cypress has served as a member of the Association's Board of Directors and on many of its national committees, while also taking on the role of Community Leadership Board Chair for many years. She is a strong local supporter of Step Out: Walk to Stop Diabetes and Tour de Cure. Dr. Cypress is a recipient of the American Diabetes Association Outstanding Educator in Diabetes Award. She is also a member of the American Diabetes Association's Pinnacle Society. This is a recognition society representative of individuals who are providing significant contributions to the Association through major gifts.

Dr. Cypress is an Adult Nurse Practitioner and Certified Diabetes Educator with Albuquerque Health Partners and an independent consultant. She has several publications in lay and professional journals and is an Associate Editor of the American Diabetes Association's Complete Nurses Guide to Diabetes Care. She holds a Master of Science in Nursing, Adult Health from S.U.N.Y. at Stony Brook, New York and a PhD in Nursing from the College of Nursing at the University of New Mexico in Albuquerque.



**Banting Medal for
Leadership and Service**
Elizabeth Seaquist, MD
**President, Medicine &
Science**

Elizabeth Seaquist, MD, of Minneapolis, Minnesota, has been serving the American Diabetes Association as a committed

volunteer leader for nearly 28 years, sharing her medical expertise and passion for making a difference in the lives of people affected by diabetes.

In addition to her appointment as President, Medicine & Science, Dr. Seaquist has served on several national committees and chaired the Association's workgroup on Hypoglycemia in Diabetes. At the local level, she served a two-year term as Co-Chair of the American Diabetes Association EXPO in Minneapolis.

Dr. Seaquist is a Professor of Medicine at the University of Minnesota, where she holds the Pennock Family Chair in Diabetes Research. She is a clinical investigator interested in the complications of diabetes. Her research focuses on the effect of diabetes on brain metabolism, structure and function. She directs the University of Minnesota site for the ACCORD (Action to Control Cardiovascular Risk in Diabetes) and GRADE (Glycemia Reduction Approaches for Diabetes: a Comparative Effectiveness Study) Trials, and has an active clinical practice. The American Diabetes Association awarded her the Distinguished Clinical Scientist Award in 2009.

Dr. Seaquist holds a Bachelor of Arts degree from Vassar College in Poughkeepsie, New York, and a Doctorate in Medicine from the University of Minnesota in Minneapolis. She is board certified in Internal Medicine and Endocrinology, Diabetes, and Metabolism.



**Charles Kopke Medal for
Leadership and Service**
Robert J. Singley
Secretary/Treasurer

Robert J. Singley of Rockaway, New Jersey, has been a long-time volunteer leader with the American Diabetes Association, helping advance the Association's mission

through his business know-how and broad experience in diabetes education.

In addition to serving as Secretary/Treasurer, Mr. Singley has been on the Association's Board of Directors and chaired several national committees. Additionally, he served on the Board of Directors for the American Association of Diabetes Educators, and is a Past Chair of the Board of Directors for the American Association of Diabetes Educators Foundation. He has also served on the Medic Alert Foundation board and is an honorary life time member of the Board of Directors for the Pennsylvania Diabetes Academy. He is a recipient of the American Diabetes Association's Wendell Mayes Medal for Outstanding Service in the Cause of Diabetes.

Mr. Singley is retired from a 37-year career with Becton Dickinson (BD). His most recent position was Vice President, Global Marketing for the BD Medical Diabetes Care Business Unit. His work led to the creation of the China Diabetes Education Program and the India Diabetes Education Program. Through his contributions to Project Hope and other industry partners, he helped BD train thousands of doctors and nurses in improving care and treatment of diabetes.

Mr. Singley holds a Bachelor of Arts in Marketing and a Master of Business Administration in Finance from Fairleigh Dickinson University in New Jersey.

Message from the Secretary/Treasurer



Robert J. Singley
Secretary/Treasurer

A solid financial foundation is vital. But it can never be our ultimate measure of success. At the American Diabetes Association, we never lose focus of our true bottom line: driving the innovation and inspiration that delivers real, life-changing results.

Over the past few years, we have focused our financial objectives on growth and stability to continue funding our direct mission activities—research, advocacy, improved care, prevention, management and education. In short, we’ve concentrated on the viability of every avenue into changing lives that are, or could be, affected by diabetes.

To ensure that we are operating as efficiently as possible in an ever-more-competitive environment, the Association continued to rescale fundraising operations in 2014. Our total revenue for the year was \$200.7 million, representing generous support from individuals, corporations, and foundations. While this level of revenue was less than the previous year, it reflects our initiative to downsize events to improve efficiency and increase net income from fundraising activities.

Out of necessity, expenses were reduced to stay within anticipated revenue levels, with a net income of \$11.9 million. We continuously evaluated the balance of using resources to stretch our support of mission activities while saving enough for future years to ensure sustainable programs.

As I look forward to the future, I am certain that the changes we made this year have positioned the Association well to increase our impact as we fight to Stop Diabetes. We are improving the lives of people with diabetes. And there’s much more that we can, and will, do.

My work with the Association is a source of pride as I see the accomplishments we’ve achieved and the success I know is yet to come. Thank you to all of the donors and volunteers who support the mission, events, and activities of the American Diabetes Association. Every day, and in the best possible ways, you’re truly changing lives.

Financial Highlights December 31, 2014

Statement of Activities (in thousands of dollars)

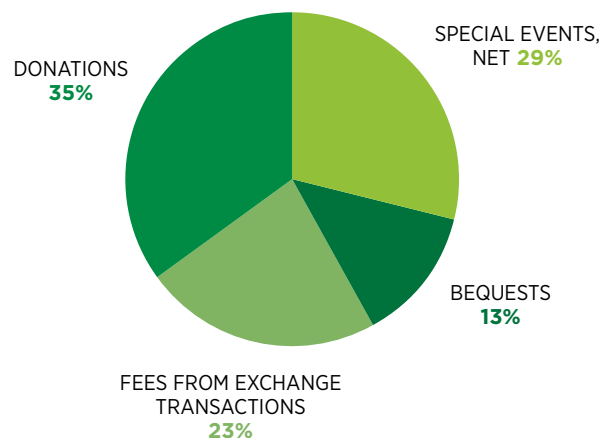
PUBLIC SUPPORT AND OTHER REVENUE

Donations	\$70,578
Special Events, Net	58,045
Bequests	25,160
Fees from Exchange Transactions	46,903
Total Revenue	200,686

EXPENSES

Research	41,503
Information	50,990
Advocacy and Public Awareness	43,670
Program Expense Subtotal	136,163
Management	8,701
Fund Raising	43,914
Total Expenses	188,778
Net Income	\$11,908

Public Support & Other Revenue



Balance Sheet

ASSETS

Cash and Investments	\$74,462
Accounts Receivable, Net	10,376
Contributions Receivable, Net	51,756
Fixed Assets, Net	9,591
Other Assets	6,672
Total Assets	\$152,857

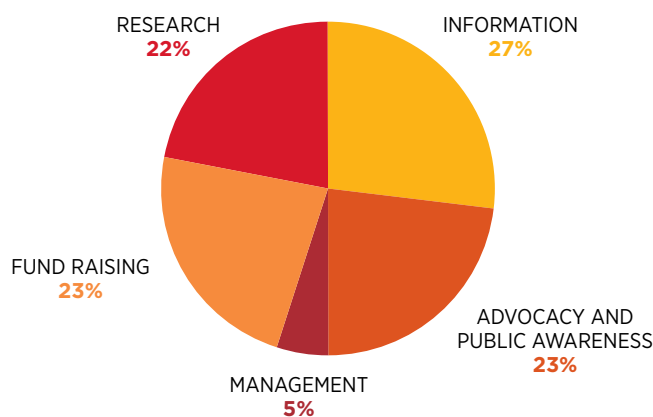
LIABILITIES

Accounts Payable and Accrued Liabilities	\$9,264
Research Grant Payable	8,808
Deferred Revenues	15,361
Total Liabilities	\$33,433

NET ASSETS

Unrestricted Net Assets	\$24,118
Temporarily Restricted Net Assets	80,945
Permanently Restricted Net Assets	14,361
Total Net Assets	\$119,424
Total Liabilities and Net Assets	\$152,857

Expenses



2014 OFFICERS AND BOARD OF DIRECTORS

Chair of the Board

Dwight Holing
President
DHA Communications
Orinda, CA

President, Health Care & Education

Marjorie Cypress, PhD, C-ANP, CDE
Nurse Practitioner, Endocrinology
Albuquerque, NM

President, Medicine & Science

Elizabeth R. Seaquist, MD
Pennock Family Chair in Diabetes
Research
Professor of Medicine
Director, Center for Diabetes
Research
University of Minnesota
Minneapolis, MN

Secretary/Treasurer

Robert J. Singley, MBA
Diabetes Marketing Consultant
Rockaway, NJ

Nina Agbayani, RN, BSN

Director of Programs
Association of Asian Pacific
Community Health Organizations
(AAPCHO)
Oakland, CA

John E. Anderson, MD (Immediate Past President, Medicine & Science)

The Frist Clinic
Nashville, TN

Samuel Arce, MD, FAAFP

Family Practitioner
Vice Chairman, National Hispanic
Medical Association
Jamaica, NY

Brian Bertha

Chief Operating Officer
Crescendo Bioscience
South San Francisco, CA

Anthony J. Cannon, MD, FACE

Section Chief of Endocrinology
Sleep & Wellness Medical
Associates, LLC
Hamilton, NJ

Michael Ching, CPA

Partner
Ernst & Young LLP
Honolulu, HI

Kieth Cockrell

Sr. Initiative Portfolio Executive
Bank of America Corporate Office
Charlotte, NC

Samuel Dagogo-Jack, MD, FRCP (President-Elect, Medicine & Science)

Professor of Medicine & Director
Division of Endocrinology, Diabetes
& Metabolism
A.C. Mullins Chair in Translational
Research
University of Tennessee Health
Science Center
Memphis, TN

David A. DeMarco, PhD

Northeast Life Sciences Leader
Ernst & Young LLP
Iselin, NJ

Richard Farber, MBA (Secretary/Treasurer-Elect)

Managing Partner
McKendree Capital
Los Angeles, CA

Lurelean B. Gaines, RN, MSN (Immediate Past President, Health Care & Education)

Chairperson
Department of Nursing
East Los Angeles College
Monterey Park, CA

Gina Gavlak, RN, BSN

Diabetes Program Development
Coordinator
Lakewood Hospital, Diabetes and
Endocrine Center
Staff Nurse
MetroHealth Medical Center,
Emergency Department
Sheffield Village, OH

Aida L. Giachello, PhD

Professor
Northwestern University,
Department of Preventive Medicine
Chicago, IL

Jay A. Jimenez

Vice President for Government
Affairs
Saint Peter's Healthcare System
New Brunswick, NJ

George L. King, MD

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